



Research Methods: Designing and Conducting Research with a Real-World Focus

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Abstract

The evolution of the textbook, *Research Methods: Designing and Conducting Research with a Real-World Focus*, began with the authors' desire to provide students with the knowledge of scientific methodology and practical tools required to conduct relevant, high-quality research in both academic and professional field settings.

Carrie A. Picardi and her co-author, Kevin D. Masick, are organizational psychologists with expertise in both teaching research methods and applying methods to diverse field settings and offer a unique perspective by integrating current research articles with field-specific scenarios. They draw from research methodology tactics, strategy, and constraints from practitioners across the business and social science domains. This textbook is designed to effectively bridge the gap between theory and practice by demonstrating how research is realistically conducted within an organizational setting, and providing readers with relevant, applicable examples from which to learn.

Textbook Excerpt

As applied researchers, we have experience working with stakeholders with diverse needs. Our priority is to provide them with deliverables that were high quality and relevant that could be understood and implemented with ease. These are important outcomes for us to achieve in applied settings: quality, relevance, and clarity.

The quality aspect concerns both quality of the service or outcome we provide as well as quality of the research design and methodology used to collect and analyze the data and interpret the findings. Although stakeholders may not perceive research quality as their main focus, they do base their perception of our work on our focus and prioritization on the scientific rigor of the research we conduct for them. In other words, conducting quality research may not be on their day-to-day radar, but they want to ensure that it's on our radar!

The relevance and clarity aspects are also key indicators of our perceived value in field settings. Stakeholder perception of relevance is critical for attaining support for our recommendations, and obtaining resources to make progress. The key to ensuring relevance and clarity is ongoing communication and involves:

- listening to stakeholder needs, concerns
- synthesizing and capturing information in terms of actionable next steps
- explaining the need to conduct research to achieve their specific objectives

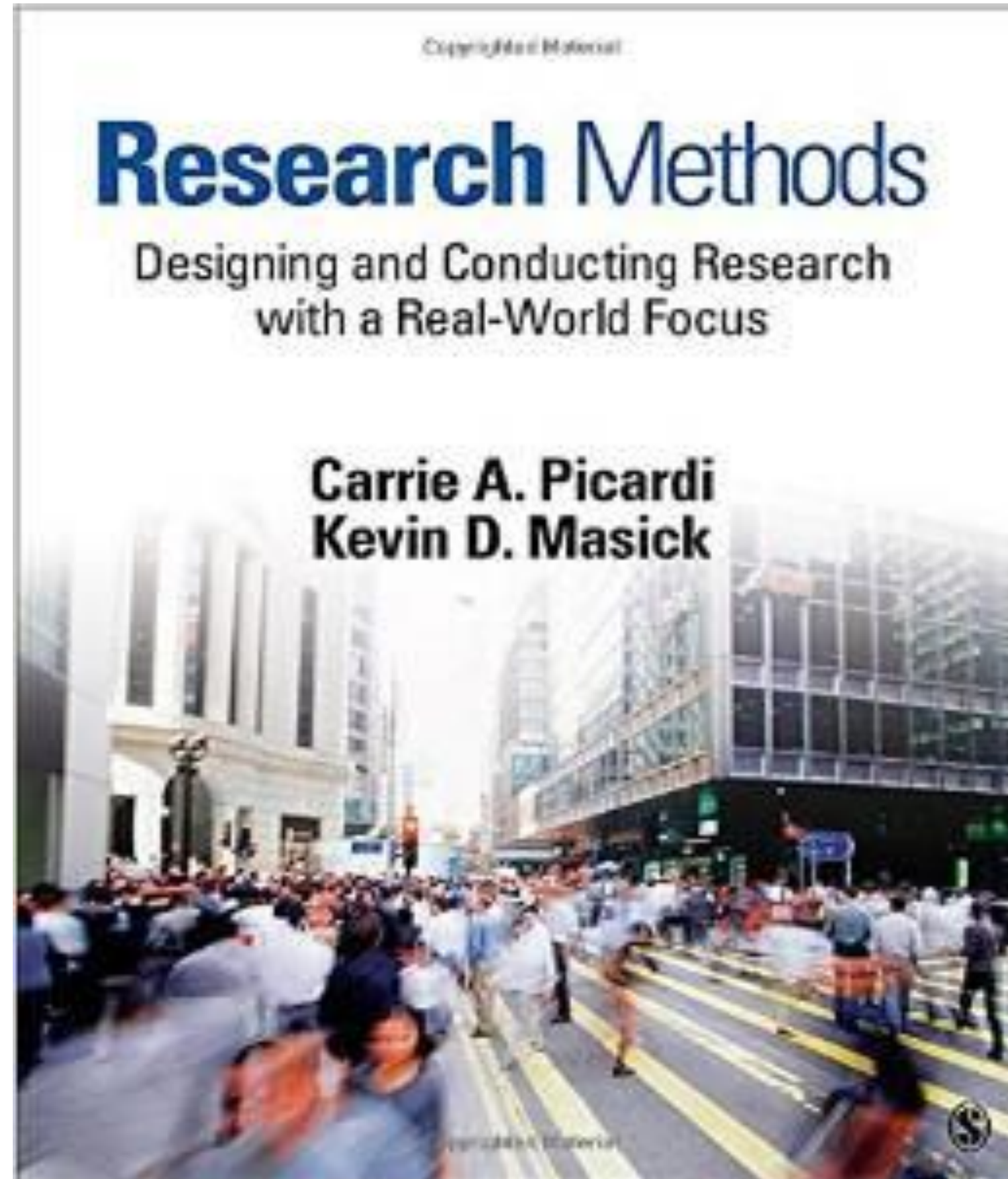


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Challenge #1:

Prioritizing Needs and Handling Constraints

Challenge #2:

Maintaining Scientific Rigor Behind the Scenes

Challenge #3:

Ensuring Value and Relevance for Different Field Settings, Contexts, and Objectives

Valuable Features

Provides tools and tips from current practitioners across the social sciences and in business - including I/O Psychology and business professionals in corporate, education, non-profit and public sector settings - to give students a taste of real-world experience throughout the book.

Utilizes current research articles in business and psychology journals to supplement discussion of complex concepts and reinforce the text's applied focus.

Critically evaluates current research and practitioner examples to help students integrate research methodology concepts from theory to practice.

Details concepts and offers applied examples of validity, threats to validity, and reliability using practitioner scenarios and current literature.

Incorporates statistical terms, such as descriptive and inferential statistics, measures of variability, and scales of measurement, and their relationship to research methodology.

Contains a guide to reading, interpreting, and critiquing research articles, including an explanation of research article structure, format, and focus of each section.

Includes a section on writing research reports using APA format.

References

Picardi, C.A., & Masick, K.D. (2013). *Research Methods: Designing and Conducting Research with a Real-World Focus*. Sage Publications Inc.